



HOW YOU CAN EARN

# 4.88%

ANNUALLY AT SOUTHWEST



Suppose you place \$1000 (or even \$100) in your Southwest Savings account today. Funds received up to the 15th of any month earn from the 1st.



Now, wait for June 30th, pay-day. A handsome profit is added to your initial investment at Southwest Savings current yearly rate of 4.88%.



This process is repeated every three months. Your opening funds...and returns already accumulated...increase at the same high rate. Inevitably? Of course.



Oh, how you are at the quarter ending March 31, 1964. Figure the result. You'll find you've paid more than 4.88%—actually 4.88% over your original savings.

It's true! You actually earn 4.88% by leaving your dollars in your Southwest Savings account through four consecutive quarters. Try it. Open your account now—in person—or by mail.

YOUR SAVINGS INSURED UP TO \$10,000

# Southwest Savings

AND LOAN ASSOCIATION

INGLEWOOD (MAIN OFFICE): 2700 W. MANCHESTER (AT 6TH AVE.)—PL 5-2326  
 TORRANCE: 1603 CRAVENS (AT MARCELINO)—PL 8-8111  
 MON. THRU THURS. 9:30 AM TO 4 PM—FRI. TO 6:00 PM

## Area Realtors Hold Education Sessions

An all-day real estate educational and sales conference is being held today at the Airport Marina Hotel in Westchester under the sponsorship of Torrance-Lomita Board of Realtors and the California Real Estate Assn. It was announced by Ken Peters, president of the board.

Peters said that more than 80 realtors and real estate salesmen will attend the conference on "The Keys to Selling Single Family Homes and an Introduction to Selling Apartment Units."

The program features talks by five of California's most successful realtors on the fundamentals of selling real estate with particular emphasis on more detailed, professional service to both buyers and sellers. David Robinson of Berkeley is moderator of the program, the 19th of a series which has been held every year since 1944.

DAVID CONGER of Vallejo will discuss the opportunities in real estate and what realtors and salesmen must do in order to achieve success in this field. Jerome Blank of Albany will present an up-to-date review of financing information which every salesman and realtor should have at his fingertips in order that they may make available to buyers and sellers the complete facts which they must have in order to make intelligent decisions regarding the sale of real property.

The subject of advertising—and how to convert inquiries into sales—will be discussed by Henry Milne of Sacramento. Newspaper advertising plays an important role in the sale of property. Not only must the advertising copy be good but the realtor and salesman must also be prepared to handle the inquiries from advertising correctly.

DAVID STONE of San Jose will discuss the procedure to be followed in obtaining information on a property when it is being listed for sale. An accurate analysis of the property is necessary for the owner in arriving at the sales price that is in keeping with current market values.

"Presenting and Obtaining the Offer" is the subject of Fred Kinetois of San Jose. This presentation is designed to help the realtor and salesman develop successful procedures for discussing an offer on a property with the buyer and presenting it to the seller.

One of the top sales training consultants and speakers in the West will be the featured speaker for the conference—Al Tomak of Los Angeles.

## Area Man Wins Cash At Bingo

W. W. Clark, 1811 Kingsdale Ave., Redondo, was awarded a check for \$400 in cash from Food Giant Markets as the first prize in the Channel 13 TV Bingo game. Clark received his check from Johnny Jacobs, master of ceremonies of Channel 13 TV Bingo, at the KCOP television studios, during the program.

As the first person to completely cover a Bingo Card, call a special telephone number and identify a Mystery Melody played on the program, Clark was declared the winner. In addition to the first prize of \$100, Food Giant also gives away 10 Food Giant Merchandise Gift Certificates, of \$10 each, to the next 10 persons who have completed cards each day.

Channel 13 TV Bingo cards may be obtained at any Food Giant Market so that home viewers may play bingo and compete for prizes. There is no purchase needed to play or to win. With the card, all a viewer need do is watch Channel 13 TV Bingo and try to complete a card as numbers are called during the program.

Channel 13 TV Bingo is broadcast every day, Monday through Friday, on Channel 13, KCOP, at 11:30 a.m.

Tomak has conducted special training programs for many large corporations and real estate firms. He will speak on "Creative Salesmanship," outlining the basic laws of salesmanship.

THE CALIFORNIA Real Estate Assn. is conducting this sales conference in 19 locations throughout the state with the cooperation of local real estate boards.

"Over 10,000 realtors and their sales associates will be attending these 19 conferences throughout California to acquire more specialized knowledge and thus be qualified to render a higher degree of professional service to the public in the buying and selling of real estate," said Ken Peters.

Peters said that approximately 80 members of the Torrance-Lomita Board are attending the all-day meeting.

Established Jan. 1, 1914  
**Torrance Herald**

Member of National Editorial Association, California Newspaper Publishers Assn., LA Subscription Newspaper, Inc., Verified Audit Circulation Represented Quarterly by The Audit Co.

Publication office and plant, 1619 Gramercy Ave., Torrance, Calif. Published Sunday by King Williams Printing Co., 1619 Gramercy Ave., Torrance, Calif. Second class postage paid at Torrance, California, under act of March 3, 1959.

King Williams Glenn W. Pfla Co-Publishers

Paul L. Bundy—Managing Editor  
 Fred L. Anderson—Business Manager  
 Correll Vernon—Circulation Manager  
 Chas. P. Thomas—Mechanical Dept.

Adjusted a legal November by Secretary General, Los Angeles County, Admitted to Bar by the State Bar of California, March 24, 1957.

SUBSCRIPTION RATES: By Carriers for a month, \$1.00; 3 months, \$2.50; 6 months, \$4.50; 1 year, \$7.50. Single copies 15¢. Group rates on PA 5-222.

## Chapel Raises Curtain On 'Devil's Advocate'

The "Devil's Advocate" will open tonight at the Chapel Theatre, 4164 Pacific Coast Hwy.

The three-act drama, by Dore Schary, from the novel by Morris L. West is set in the present with flashbacks into the years of World War II, during the proceeding of an official investigation.

Tow Lowry stars in the suspense drama. Other members of the cast include: Walter Reese, Maxine Deasau, Fred

J West, Jack Daly, Lyle Smith, Margie True, Rudi Medina, Noel Shire, Ed Gangel, Dennis Morgan, Connie Pollack, and Jim Sena.

Paintings to be exhibited at the theater during the run of "The Devil's Advocate" will be selections of abstracts by Sherry Sacks.

Six performances have been reserved in advance. Reservations may be obtained at FR 2-0438.

1221 W. CARSON ST.  
 TORRANCE 320-0440  
 BankAmericard: So Hable Espanol

**CARSON BOOTERY**

Men: Thurs., Fri., 9 a.m. - 9 p.m.  
 Tues., Wed., Sat., 9 a.m. - 6 p.m.  
 Sun., 10 a.m. - 1 p.m.  
 JOIN OUR SHOE CLUB FREE

**MONTH-END PRE-EASTER SALE!**  
**THURSDAY-FRIDAY-SATURDAY-SUNDAY**

**400 PAIRS—WOMEN'S SHOES**  
 VALUES TO \$1.95  
 AAAA TO B, SIZES 4-11 **\$5.97** pr.

**CHILDREN'S U.S. KEDETTES**  
 VALUES TO 4.50 **\$1.97** pr.

**MEN'S WELLINGTON BOOTS**  
 ALL LEATHER  
 A 14.95 VALUE **\$9.77** pr.

**CHILDREN'S DRESS SHOES**  
 WHITE—PATENT—BONE  
 VALUES TO 8.95 **FROM \$3.97** pr.

SAVE WE CARRY A COMPLETE LINE OF SAVE  
 \$ CHILDREN'S ORTHOPEDIC SHOES \$  
 PERFECT FITTING GUARANTEED

# Elect

# MILT ISBELL

## TO TORRANCE SCHOOL BOARD

- RESIDENT of Torrance for 16 years
- FAMILY—Married and 3 children, 2 in Torrance schools. 1 graduated from Torrance High School
- EDUCATION—College degree. Graduate study at U.S.C. High school teacher and coach 5 years
- BUSINESS EXPERIENCE—Owned and operated successful appliance business 9 years in Torrance
- CHURCH—Member First Methodist, Torrance
- VETERAN—Served as officer on staff of Admiral Halsey. Received special citation
- CIVIC ACTIVITIES—Torrance Lions Club, School Affairs Committee, Chamber of Commerce, YMCA Board of Managers, Gro-Y Leader

ELECTION TUESDAY, APRIL 16, 1963

